Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society – DEMUSIS

Dušanka Jelenković Vidović
International relations coordinator at the Faculty of Music, University of Arts in Belgrade
DEMUSIS project administrator
What is DEMUSIS all about?
General Info

• **Full name**: Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society – DEMUSIS

• **Project category and type**: Erasmus+ Capacity building in higher education / Joint projects / Curriculum development

• **Duration**: 36 months

• **Start**: 15/01/2019

• **End**: 14/01/2022

• **Project coordinator**: Faculty of Music, University of Arts in Belgrade

• **Countries involved**: Serbia, Netherlands, Lithuania, Bulgaria and Belgium

• **Budget**: 695,401.00 EUR
Objectives

The project aims at enhancing entrepreneurial abilities of academic musicians to use digital technologies artistically, creatively, knowledgeably, critically and responsibly (both toward self and others) in general and cultural context. The objective is to introduce forward-looking curricula that will offer sustainable career for musicians and provide them with knowledge, skills and understanding how to work alone and manage their own careers. DEMUSIS aims to ensure capacity development of HEIs to educate culturally engaged professionals willing to participate in civil society.

Main objectives:

1. Expending the curriculum to include digital and entrepreneurial skills and knowledge
2. Continuing professional development for professional musicians after graduation
3. Development of social and cultural awareness among music students
Target groups

- **Students**
- **Teaching and non-teaching staff**
- **Serbian HEIs in music**
- **Music professionals**
- **Employers & employer organizations**
- **The cultural sector in general and the music industries in particular**
- **Society at large**
Project consortium

Partnership balance
Structure
Previous collaboration
Partners’ profiles
Roles & responsibilities
How did DEMUSIS come about?

**Issues:**

- Discrepancy between digital skills required by future jobs and current curricula at Serbian HMEI
- Inconsistency between national orientation towards steady jobs and EU entrepreneurial careers for musicians
- Insufficient national HMEI capacities for development of music creativity in digital era
- Low awareness of musicians that music making/learning/research/teaching in the world of digital media is highly relevant for contemporary civil society
How did DEMUSIS come about?

Priorities:

Institutional

• Development of current curricula at Serbian HMEI; Serbian music study programs lack digital and entrepreneurial approach
• Upgrade of resources. Equipment purchase and acquisition of new instruments

National priorities

• DEMUSIS is in line with 4 national strategies:
  4) 4. Information Society Development Strategy in Serbia until 2020

EU priorities in HME
Preparation for curriculum changes

**Study visits:**
- New Bulgarian University 20-23/03/2019
- Lithuanian Academy of Music and Theatre 02-06/04/2019
- Royal Conservatoire The Hague, 18-20/04/2019
- Entrepreneurial boot camp visit A musicians footprint, Royal Conservatoire The Hague, 02-06/09/2019

**Self analysis of current study programs**

**Dialogue with the stakeholders:** What outcomes do we need to achieve for our students? What competencies do we need to develop? - Novi Sad, 26/06/2019
### Study of needs: Students/teachers survey

#### Which additional skills important for your profession do you develop during your studies?

<table>
<thead>
<tr>
<th>Skills that are acquired</th>
<th>Skills</th>
<th>Skills that they would like to acquire</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,1%</td>
<td>Entrepreneurial skills</td>
<td>42,20%</td>
</tr>
<tr>
<td>60,85%</td>
<td>Communication skills</td>
<td>48,13%</td>
</tr>
<tr>
<td>60%</td>
<td>Academic skills</td>
<td>39,66%</td>
</tr>
<tr>
<td>51,86%</td>
<td>Team work skills</td>
<td>33,9%</td>
</tr>
<tr>
<td>20,34%</td>
<td>Digital-technical skills</td>
<td>41,52%</td>
</tr>
<tr>
<td>4,91%</td>
<td>Other</td>
<td>7,63%</td>
</tr>
<tr>
<td>14,74%</td>
<td>I don’t know</td>
<td>14,23%</td>
</tr>
</tbody>
</table>

#### Which entrepreneurial skills would be, from your point of view, important to develop during studies?

<table>
<thead>
<tr>
<th>Faculty of Music, Belgrade (P1)</th>
<th>Skills</th>
<th>Faculty of Philology and Arts, Kragujevac (P3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,1%</td>
<td></td>
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Co-funded by the Erasmus+ Programme of the European Union
## Curriculum development

- **Faculty of Music, University of Arts in Belgrade**: over 40 courses modernized
- **Academy of Arts, University of Novi Sad**: introducing the digital teaching tools to courses Chamber music and Orchestral Parts
- **New courses in Belgrade, Novi Sad and Kragujevac HMEI**

<table>
<thead>
<tr>
<th>Faculty of Music</th>
<th>Academy of Arts</th>
<th>Faculty of Philology and Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basics of digital literacy for musicians</td>
<td>Methods in Music Education in the Digital Environment (MEDIG)</td>
<td>Music in digital environment</td>
</tr>
<tr>
<td>Basics of project planning and music entrepreneurship</td>
<td>Basics of entrepreneurship in music</td>
<td>Basics of musical entrepreneurship</td>
</tr>
<tr>
<td>Contemporary notation and digital notography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basics of working with DAW</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New master study program

- **Name:** Music entrepreneurship (working title)
- **Title acquired:** Master music entrepreneur (working title)
- **Prerequisites:** Graduate BA students of all music study programs can apply
- **No of ECTS:** 60
- **Duration:** 1 year
- **Institution:** Faculty of Music, University of Arts in Belgrade

**Aims and objectives**

- Forming experts, well grounded both in music practice and theory, capable of coming up with innovative solutions to contemporary challenges posed to the field of music.
- It should give the chance to music students to upgrade their music knowledge for new entrepreneurial activities in digital surroundings or with application of digital technologies, and to develop them further into new creative or business practices.
New master program *Music entrepreneurship*

Quality and merits

- Interdisciplinarity and balance
- Flexibility
- Progressiveness
- Student-centered approach
- Wider applicability
MA Music Entrepreneurship
Compulsory courses

Combining artistic work, research and professional practice

- Introductory course
- Music creativity and digital technologies
- Marketing approach to music
- Music creativity and communication
- Music research and encoding in digital surrounding
- Music industry and contemporary artistic practice
- Creative process and participatory practice in music
- Internship
- Final MA thesis
Challenges & obstacles

<table>
<thead>
<tr>
<th>National</th>
<th>Institutional</th>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-existent procedures for accreditation of interdisciplinary study program</td>
<td>No Department for DEMUSIS</td>
<td>“Who’s signing the student grades?”</td>
</tr>
<tr>
<td>Change of rules and deadlines for application</td>
<td>Interdisciplinarity issues</td>
<td>“We are artists, not businessmen”</td>
</tr>
<tr>
<td>Portfolio type of career for musicians formally unrecognized</td>
<td>Teacher-centered approach</td>
<td>“But I’m already doing all of this”</td>
</tr>
<tr>
<td>“Ossified” educational system</td>
<td></td>
<td>Traditional views: “participatory practice = chamber music”</td>
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Follow DEMUSIS!

http://www.demusis.ac.rs

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